



KOAT
3801 Carlisle Blvd. NE
Albuquerque, NM 87107
(505)884-7777

www.koat.com

CONTRACT

And:

Caldwell Media
4010 Carlisle Blvd NE
Albuquerque, NM 87107

<u>Contract / Revision</u> 939094 /		<u>Alt Order #</u>
<u>Product</u> Issue		
<u>Contract Dates</u> 08/25/12 - 09/08/12		<u>Estimate #</u> New Energy Economy
<u>Advertiser</u> Breakthrough Strategies		<u>Original Date / Revision</u> 08/23/12 / 08/23/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KOAT	<u>Account Executive</u> Beth Pfefferle	<u>Sales Office</u> Albuquerque - L
<u>Special Handling</u>		
<u>Demographic</u> W35-54		
		<u>Total Ratings</u> 133.00
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
N 1	KOAT	08/27/12	09/08/12	Good Morning America	7-9a		1:00				NM	10	\$7,500.00
		Class of Time - Pre-emptible with notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/27/12	09/02/12	MTWTF--				5	\$750.00	5.00			
	Week:	09/03/12	09/09/12	MTWTF--				5	\$750.00	5.00			
N 2	KOAT	08/27/12	09/08/12	Live with Regis & Kelly 9-10a	9-10a		1:00				NM	10	\$2,500.00
		Class of Time - Immediately Pre-emptible without notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/27/12	09/02/12	MTWTF--				5	\$250.00	2.00			
	Week:	09/03/12	09/09/12	MTWTF--				5	\$250.00	2.00			
N 3	KOAT	08/27/12	09/08/12	Dr Oz	4-5p		1:00				NM	8	\$4,800.00
		Class of Time - Pre-emptible with notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/27/12	09/02/12	MTWTF--				4	\$600.00	4.50			
	Week:	09/03/12	09/09/12	MTWTF--				4	\$600.00	4.50			
N 4	KOAT	08/27/12	09/08/12	Action 7 News @ 10p M-F	10-1030p		1:00				NM	6	\$10,200.00
		Class of Time - Immediately Pre-emptible without notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/27/12	09/02/12	MTWTF--				3	\$1,700.00	4.00			
	Week:	09/03/12	09/09/12	MTWTF--				3	\$1,700.00	4.00			
N 5	KOAT	08/25/12	09/08/12	Action 7 News @ 5p Sat	5-530p		1:00				NM	1	\$475.00
		Class of Time - Immediately Pre-emptible without notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/20/12	08/26/12	-----				0	\$0.00	0.00			
	Week:	08/27/12	09/02/12	-----S-				1	\$475.00	3.00			
	Week:	09/03/12	09/09/12	-----				0	\$0.00	0.00			
D 6	KOAT	08/27/12	09/02/12	M-Su 5-1105p	5-1105p		1:00				NM	0	\$0.00
D 7	KOAT	08/27/12	09/02/12	M-Sun Overnight Rotator	1-430a		1:00				NM	0	\$0.00
N 8	KOAT	08/26/12	08/26/12	Action 7 News @ 5p Sun	5-530p		1:00				NM	1	\$475.00
		Class of Time - Immediately Pre-emptible without notice											

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Contract / Revision	Alt Order #
939094 /	

Contract Dates	Product	Estimate #
08/25/12 - 09/08/12	Issue	New Energy Economy

Advertiser	Original Date / Revision
Breakthrough Strategies	08/23/12 / 08/23/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		08/20/12	08/26/12	-----S				1	\$475.00	0.00				
D 9	KOAT	08/27/12	09/02/12	M-Su 5-9a Rotator	5-9a		1:00				NM	0	\$0.00	
D 10	KOAT	08/27/12	09/02/12	M-Su 1030p-105a	M-Su 1035p-105a		1:00				NM	0	\$0.00	
D 11	KOAT	08/27/12	09/02/12	M-Su 5-7p	5-7p		1:00				NM	0	\$0.00	
N 12	KOAT	08/25/12	08/25/12	Action 7 News @ 10p Sat	10-1035p		1:00				NM	1	\$475.00	
Class of Time - Immediately Pre-emptible without notice														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		08/20/12	08/26/12	-----S-				1	\$475.00	0.00				
Totals										133.00			37	\$26,425.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/26/12	2	\$950.00	\$807.50
08/27/12 - 09/07/12	35	\$25,475.00	\$21,653.75
Totals	37	\$26,425.00	\$22,461.25

Signature: _____ **Date:** _____

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<u>Product</u> New Energy Economy		
<u>Contract Dates</u> 08/25/12 - 09/08/12	<u>Estimate #</u>	
<u>Advertiser</u> Breakthrough Strategies		<u>Original Date / Revision</u> 08/23/12 / 08/23/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KOAT	<u>Account Executive</u> Adeline Herrera	<u>Sales Office</u> Albuquerque - R
<u>Special Handling</u>		
<u>Demographic</u> W35-54		
		<u>Total Ratings</u> 133.00
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
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1	KOAT	08/27/12	09/08/12	Good Morning America	7-9a		1:00				NM	10	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/27/12	09/02/12	MTWTF--				5	\$750.00	5.00			
	Week:	09/03/12	09/09/12	MTWTF--				5	\$750.00	5.00			
2	KOAT	08/27/12	09/08/12	Live with Regis & Kelly 9-10a	9-10a		1:00				NM	10	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/27/12	09/02/12	MTWTF--				5	\$250.00	2.00			
	Week:	09/03/12	09/09/12	MTWTF--				5	\$250.00	2.00			
3	KOAT	08/27/12	09/08/12	Dr Oz	4-5p		1:00				NM	8	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/27/12	09/02/12	MTWTF--				4	\$600.00	4.50			
	Week:	09/03/12	09/09/12	MTWTF--				4	\$600.00	4.50			
4	KOAT	08/27/12	09/08/12	Action 7 News @ 10p M-F	10-1030p		1:00				NM	6	\$10,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/27/12	09/02/12	MTWTF--				3	\$1,700.00	4.00			
	Week:	09/03/12	09/09/12	MTWTF--				3	\$1,700.00	4.00			
5	KOAT	08/25/12	09/08/12	Action 7 News @ 5p Sat	5-530p		1:00				NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/20/12	08/26/12	-----				0	\$0.00	0.00			
	Week:	08/27/12	09/02/12	-----S-				1	\$475.00	3.00			
	Week:	09/03/12	09/09/12	-----				0	\$0.00	0.00			
N 6	KOAT	08/27/12	09/02/12	M-Su 5-1105p	5-1105p		1:00				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/27/12	09/02/12	MTWTFSS				4	\$0.00	2.30			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	KOAT	08/27/12-09/02/12	M-Su 5-1105p	5-1105p	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	4	KOAT	08/27/12-09/02/12	M-Su 5-1105p	5-1105p	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	5	KOAT	08/27/12-09/02/12	M-Su 5-1105p	5-1105p	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	7	KOAT	08/27/12-09/02/12	M-Su 5-1105p	5-1105p	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									

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<u>Advertiser</u> Breakthrough Strategies		<u>Original Date / Revision</u> 08/23/12 / 08/23/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 7	KOAT	08/27/12	09/02/12	M-Sun Overnight Rotator	1-430a		1:00				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWTFSS				9	\$0.00	2.30			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	KOAT	08/27/12-09/02/12	M-Sun Overnight Rotator	1-430a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	2	KOAT	08/27/12-09/02/12	M-Sun Overnight Rotator	1-430a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	3	KOAT	08/27/12-09/02/12	M-Sun Overnight Rotator	1-430a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	4	KOAT	08/27/12-09/02/12	M-Sun Overnight Rotator	1-430a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	5	KOAT	08/27/12-09/02/12	M-Sun Overnight Rotator	1-430a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	6	KOAT	08/27/12-09/02/12	M-Sun Overnight Rotator	1-430a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	7	KOAT	08/27/12-09/02/12	M-Sun Overnight Rotator	1-430a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	8	KOAT	08/27/12-09/02/12	M-Sun Overnight Rotator	1-430a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	9	KOAT	08/27/12-09/02/12	M-Sun Overnight Rotator	1-430a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
8	KOAT	08/26/12	08/26/12	Action 7 News @ 5p Sun	5-530p		1:00				NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S				1	\$475.00	0.00			
N 9	KOAT	08/27/12	09/02/12	M-Su 5-9a Rotator	5-9a		1:00				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWTFSS				9	\$0.00	2.30			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	KOAT	08/27/12-09/02/12	M-Su 5-9a Rotator	5-9a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	2	KOAT	08/27/12-09/02/12	M-Su 5-9a Rotator	5-9a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	3	KOAT	08/27/12-09/02/12	M-Su 5-9a Rotator	5-9a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	4	KOAT	08/27/12-09/02/12	M-Su 5-9a Rotator	5-9a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	5	KOAT	08/27/12-09/02/12	M-Su 5-9a Rotator	5-9a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	6	KOAT	08/27/12-09/02/12	M-Su 5-9a Rotator	5-9a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	7	KOAT	08/27/12-09/02/12	M-Su 5-9a Rotator	5-9a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	8	KOAT	08/27/12-09/02/12	M-Su 5-9a Rotator	5-9a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	9	KOAT	08/27/12-09/02/12	M-Su 5-9a Rotator	5-9a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
N 10	KOAT	08/27/12	09/02/12	M-Su 1030p-105a	M-Su 1035p-105a		1:00				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWTFSS				9	\$0.00	2.30			

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939094 /	

Contract Dates	Product	Estimate #
08/25/12 - 09/08/12	New Energy Economy	

Advertiser	Original Date / Revision
Breakthrough Strategies	08/23/12 / 08/23/12

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	KOAT	08/27/12-09/02/12	M-Su 1030p-105a	M-Su 1035p-105a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	2	KOAT	08/27/12-09/02/12	M-Su 1030p-105a	M-Su 1035p-105a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	3	KOAT	08/27/12-09/02/12	M-Su 1030p-105a	M-Su 1035p-105a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	4	KOAT	08/27/12-09/02/12	M-Su 1030p-105a	M-Su 1035p-105a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	5	KOAT	08/27/12-09/02/12	M-Su 1030p-105a	M-Su 1035p-105a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	6	KOAT	08/27/12-09/02/12	M-Su 1030p-105a	M-Su 1035p-105a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	7	KOAT	08/27/12-09/02/12	M-Su 1030p-105a	M-Su 1035p-105a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	8	KOAT	08/27/12-09/02/12	M-Su 1030p-105a	M-Su 1035p-105a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	9	KOAT	08/27/12-09/02/12	M-Su 1030p-105a	M-Su 1035p-105a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
N 11	KOAT	08/27/12	09/02/12	M-Su 5-7p	5-7p		1:00				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		08/27/12	09/02/12	MTWTFSS				5	\$0.00	2.30			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	KOAT	08/27/12-09/02/12	M-Su 5-7p	5-7p	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	2	KOAT	08/27/12-09/02/12	M-Su 5-7p	5-7p	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	3	KOAT	08/27/12-09/02/12	M-Su 5-7p	5-7p	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	4	KOAT	08/27/12-09/02/12	M-Su 5-7p	5-7p	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	5	KOAT	08/27/12-09/02/12	M-Su 5-7p	5-7p	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
12	KOAT	08/25/12	08/25/12	Action 7 News @ 10p Sat	10-1035p		1:00				NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		08/20/12	08/26/12	-----S-				1	\$475.00	0.00			
Totals										133.00		37	\$26,425.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/26/12	2	\$950.00	\$807.50
08/27/12 - 09/07/12	35	\$25,475.00	\$21,653.75
Totals	37	\$26,425.00	\$22,461.25

Signature: _____ **Date:** _____

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CONTRACT



KOAT
3801 Carlisle Blvd. NE
Albuquerque, NM 87107
(505)884-7777

<u>Contract / Revision</u> 939094 /		<u>Alt Order #</u>
<u>Product</u> New Energy Economy		
<u>Contract Dates</u> 08/25/12 - 09/08/12	<u>Estimate #</u>	
<u>Advertiser</u> Breakthrough Strategies		<u>Original Date / Revision</u> 08/02/12 / 08/03/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KOAT	<u>Account Executive</u> Adeline Herrera	<u>Sales Office</u> Albuquerque - R
<u>Special Handling</u>		
<u>Demographic</u> W35-54		
		<u>Total Ratings</u> 215.80
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Caldwell Media
4010 Carlisle Blvd NE
Albuquerque, NM 87107

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	KOAT	08/27/12	09/08/12	Good Morning America	7-9a		1:00				NM	10	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/27/12	09/02/12	MTWTF--				5	\$750.00	5.00			
	Week:	09/03/12	09/09/12	MTWTF--				5	\$750.00	5.00			
N 2	KOAT	08/27/12	09/08/12	Live with Regis & Kelly 9-10a	9-10a		1:00				NM	10	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/27/12	09/02/12	MTWTF--				5	\$250.00	2.00			
	Week:	09/03/12	09/09/12	MTWTF--				5	\$250.00	2.00			
N 3	KOAT	08/27/12	09/08/12	Dr Oz	4-5p		1:00				NM	8	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/27/12	09/02/12	MTWTF--				4	\$600.00	4.50			
	Week:	09/03/12	09/09/12	MTWTF--				4	\$600.00	4.50			
N 4	KOAT	08/27/12	09/08/12	Action 7 News @ 10p M-F	10-1030p		1:00				NM	6	\$10,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/27/12	09/02/12	MTWTF--				3	\$1,700.00	4.00			
	Week:	09/03/12	09/09/12	MTWTF--				3	\$1,700.00	4.00			
N 5	KOAT	08/25/12	09/08/12	Action 7 News @ 5p Sat	5-530p		1:00				NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/20/12	08/26/12	-----				0	\$0.00	0.00			
	Week:	08/27/12	09/02/12	-----S-				1	\$475.00	3.00			
	Week:	09/03/12	09/09/12	-----				0	\$0.00	0.00			
N 6	KOAT	08/27/12	09/02/12	M-Su 5-1105p	5-1105p		1:00				NM	4	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/27/12	09/02/12	MTWTFSS				4	\$0.00	2.30			
N 7	KOAT	08/27/12	09/02/12	M-Sun Overnight Rotator	1-430a		1:00				NM	9	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/27/12	09/02/12	MTWTFSS				9	\$0.00	2.30			
N 8	KOAT	08/26/12	08/26/12	Action 7 News @ 5p Sun	5-530p		1:00				NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/20/12	08/26/12	-----S				1	\$475.00	0.00			
N 9	KOAT	08/27/12	09/02/12	M-Su 5-9a Rotator	5-9a		1:00				NM	9	\$0.00

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KOAT
3801 Carlisle Blvd. NE
Albuquerque, NM 87107
(505)884-7777

<u>Contract / Revision</u>	<u>Alt Order #</u>
939094 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
08/25/12 - 09/08/12	New Energy Economy	

<u>Advertiser</u>	<u>Original Date / Revision</u>
Breakthrough Strategies	08/02/12 / 08/03/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWTFSS				9	\$0.00	2.30			
N 10	KOAT	08/27/12	09/02/12	M-Su 1030p-105a	M-Su 1035p-105a		1:00				NM	9	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWTFSS				9	\$0.00	2.30			
N 11	KOAT	08/27/12	09/02/12	M-Su 5-7p	5-7p		1:00				NM	5	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWTFSS				5	\$0.00	2.30			
N 12	KOAT	08/25/12	08/25/12	Action 7 News @ 10p Sat	10-1035p		1:00				NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S-				1	\$475.00	0.00			
Totals										215.80		73	\$26,425.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 -08/26/12	2	\$950.00	\$807.50
08/27/12 -09/07/12	71	\$25,475.00	\$21,653.75
Totals	73	\$26,425.00	\$22,461.25

Signature: _____ **Date:** _____

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CONTRACT



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Albuquerque, NM 87107
(505)884-7777

www.koat.com

And:

Caldwell Media
4010 Carlisle Blvd NE
Albuquerque, NM 87107

Contract / Revision 939094 /		Alt Order #
Product New Energy Economy		
Contract Dates 08/25/12 - 09/08/12		Estimate #
Advertiser Breakthrough Strategies		Original Date / Revision 08/02/12 / 08/02/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station KOAT	Account Executive Adeline Herrera	Sales Office Albuquerque - R
Special Handling		
Demographic W35-54		
		Total Ratings 174.40
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	KOAT	08/27/12	09/08/12	Good Morning America	7-9a		1:00				NM	10	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/27/12	09/02/12	MTWTF--				5	\$750.00	5.00			
	Week:	09/03/12	09/09/12	MTWTF--				5	\$750.00	5.00			
N 2	KOAT	08/27/12	09/08/12	Live with Regis & Kelly 9-10a	9-10a		1:00				NM	10	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/27/12	09/02/12	MTWTF--				5	\$250.00	2.00			
	Week:	09/03/12	09/09/12	MTWTF--				5	\$250.00	2.00			
N 3	KOAT	08/27/12	09/08/12	Dr Oz	4-5p		1:00				NM	8	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/27/12	09/02/12	MTWTF--				4	\$600.00	4.50			
	Week:	09/03/12	09/09/12	MTWTF--				4	\$600.00	4.50			
N 4	KOAT	08/27/12	09/08/12	Action 7 News @ 10p M-F	10-1030p		1:00				NM	8	\$10,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/27/12	09/02/12	MTWTF--				3	\$1,700.00	4.00			
	Week:	09/03/12	09/09/12	MTWTF--				3	\$1,700.00	4.00			
N 5	KOAT	08/25/12	09/08/12	Action 7 News @ 5p Sat	5-530p		1:00				NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/20/12	08/26/12	-----				0	\$0.00	0.00			
	Week:	08/27/12	09/02/12	-----S-				1	\$475.00	3.00			
	Week:	09/03/12	09/09/12	-----				0	\$0.00	0.00			
N 6	KOAT	08/27/12	09/02/12	M-Su 430a-105a	5a-105a		:30				NM	9	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/27/12	09/02/12	MTWTFSS				9	\$0.00	2.30			
N 7	KOAT	08/27/12	09/02/12	M-Sun Overnight Rotator	1-430a		:30				NM	9	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/27/12	09/02/12	MTWTFSS				9	\$0.00	2.30			
Totals										174.40		53	\$25,475.00

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<u>Contract / Revision</u>		<u>Alt Order #</u>
939094 /		
<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
08/25/12 - 09/08/12	New Energy Economy	
<u>Advertiser</u>		<u>Original Date / Revision</u>
Breakthrough Strategies		08/02/12 / 08/02/12

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/07/12	53	\$25,475.00	\$21,653.75
Totals	53	\$25,475.00	\$21,653.75

Signature: _____ **Date:** _____

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